

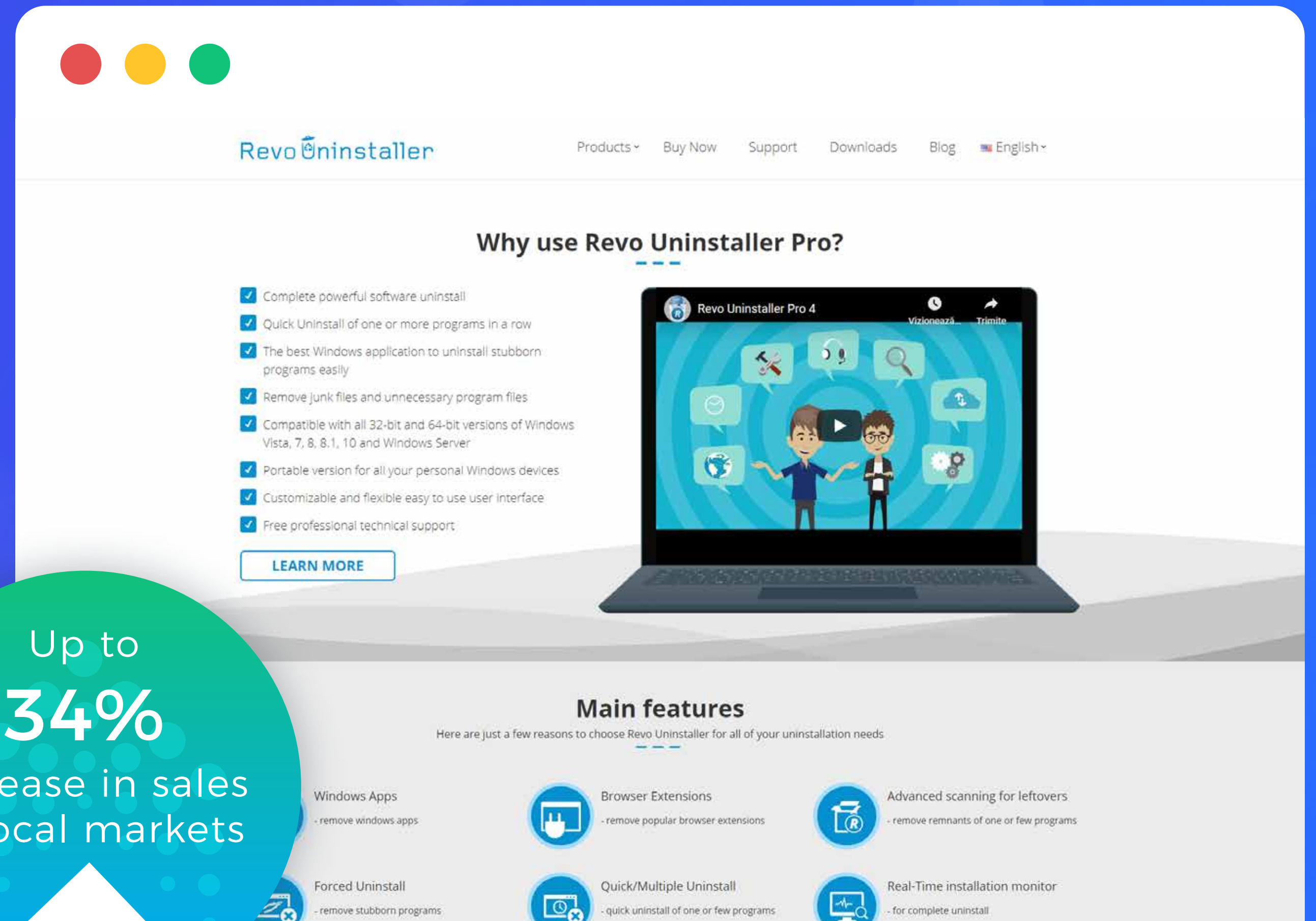


## CLIENT SUCCESS STORY

VS REVO GROUP  
A SOFTWARE COMPANY

# Enhanced Localization Brings Utility Revo Uninstaller Additional Revenue in Several Markets

Up to  
**34%**  
increase in sales  
in local markets



**2checkout**  
is now **Verifone**®

www.2checkout.com



**Tihomir Yordanov**

Digital Marketing Manager at VS REVO Group

“

We wanted to expand into new and emerging markets such as Brazil, India, and China, but were lacking some localization capabilities needed to be successful in these markets. With 2Checkout deep localization – including language, currencies, local payment methods and local processing – we have seen an immediate increase in conversion and revenue in these geographies. The buying process is seamless for our clients. ”

Customer:  
VS REVO Group



Vertical:  
Utility software

Target:  
B2C

Website:  
[www.revouninstaller.com](http://www.revouninstaller.com)

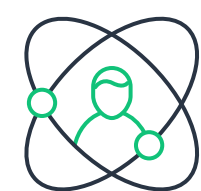
### Benefits & Results:

- ✓ Improved localization in specific markets and increases in sales: 17% in Brazil, 18% in Russia, and 34% in India
- ✓ Fast support and execution

### 2Checkout Solution:



Avangate Monetization Platform  
Avangate Affiliate Network | Reseller Model



## Context & Objectives

The software company started [working with 2Checkout following a thorough selection process](#). With a successful deployment for the global site, VS REVO Group next wanted to tackle new emerging markets with a localization strategy in place.



## Solution & Results

The first step for VS REVO Group was to localize the Revo Uninstaller website for the specific countries in which they wanted to expand: Brazil, India, and China.

With 2Checkout's digital commerce platform already equipped for each locale, the purchasing process was seamless for local buyers in these markets.

In addition, by working with 2Checkout's reseller model, VS REVO Group had access to local payment methods as well as local processing in each market, which assured high authorization rates, leading to more revenue overall and a higher return on their go-to-market investment.

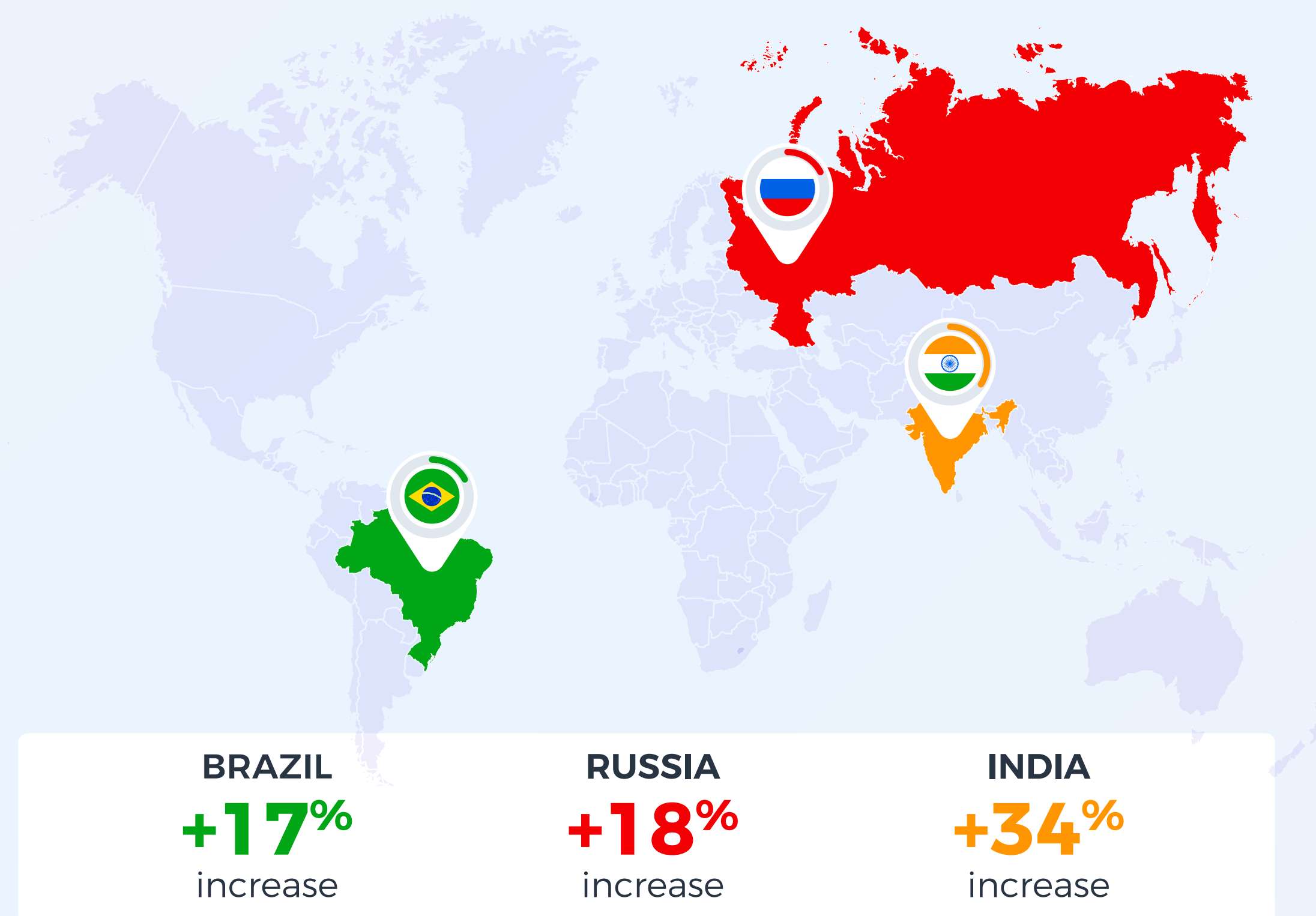
Customer:  
VS REVO Group

**VS REVO GROUP**  
A SOFTWARE COMPANY

### SOLUTION:

✓ Reseller model

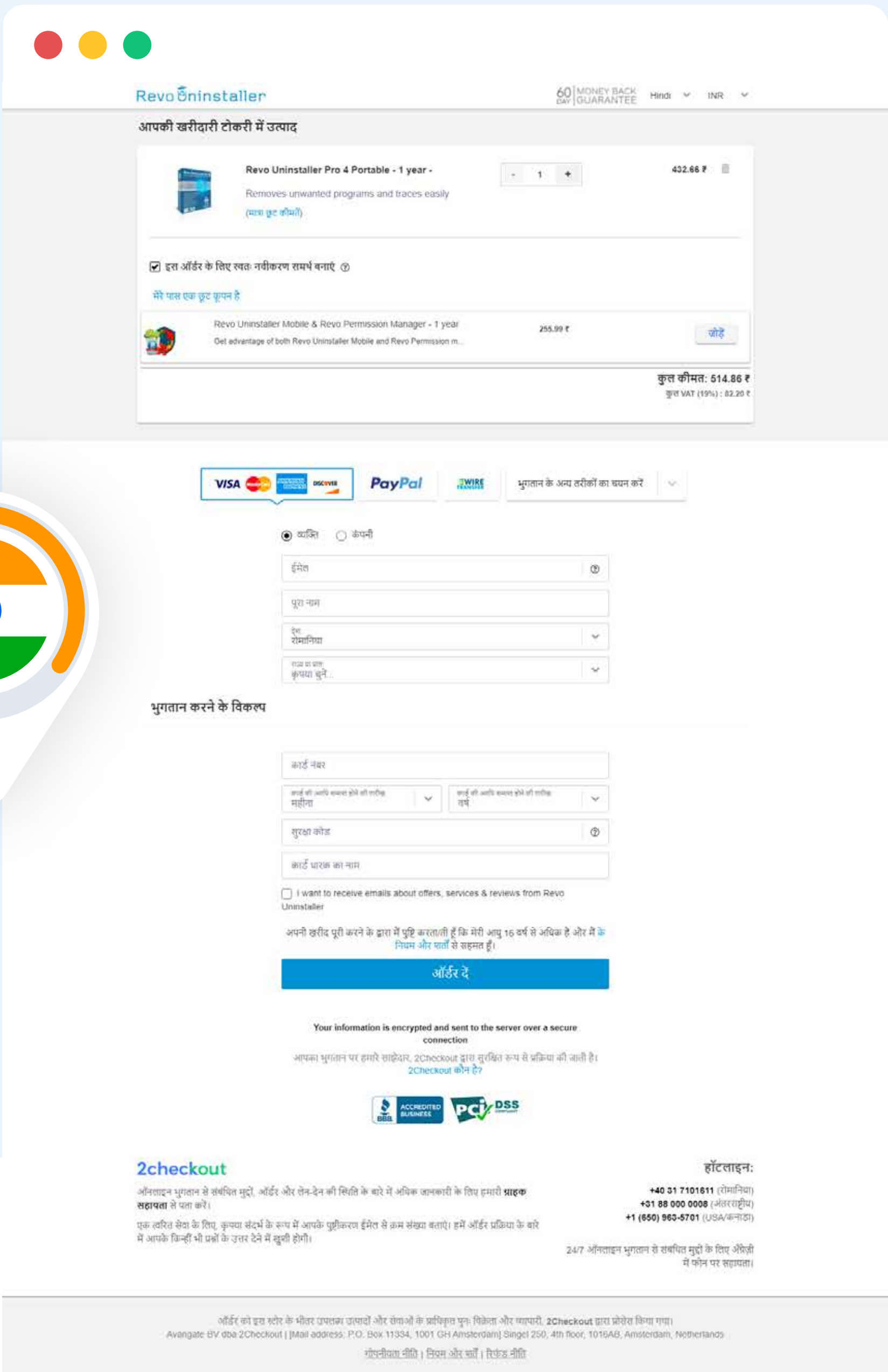
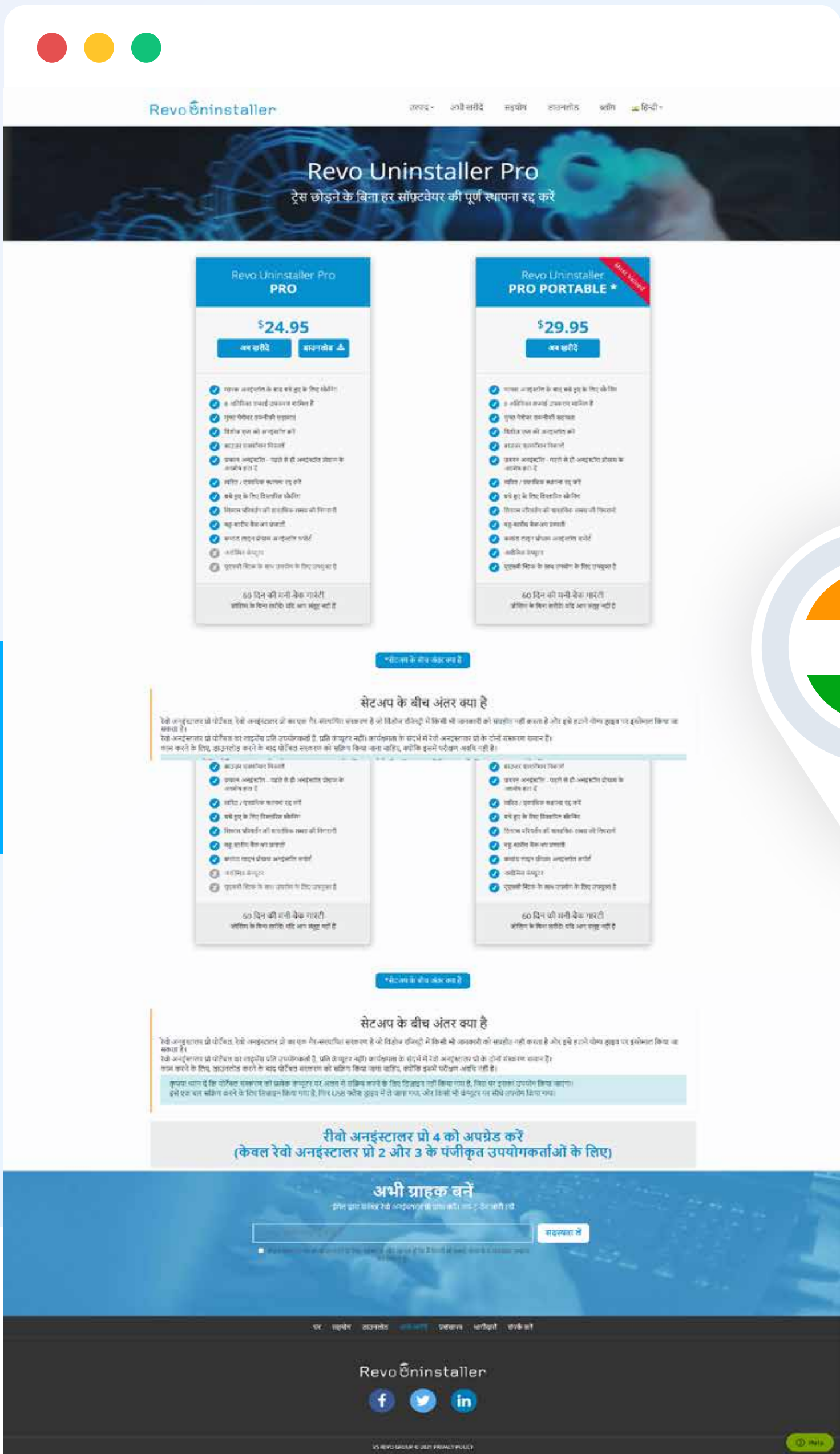
✓ Localization strategy for each geo





## Revo Uninstaller Website localized for the Indian market

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is now **Verifone**



## 2Checkout's shopping cart adapted to the locale in India

www.2checkout.com

“ By working with 2Checkout, we are optimizing our go-to-market strategy at a global level, and our efforts are clearly rewarded. We’ve seen immediate increases in revenues from these emerging markets. This is also how we want to serve our customers: to be able to read product descriptions in their language, to see prices and pay in their local currency, and pay with their preferred payment methods. ”

**Tihomir Yordanov**

Digital Marketing Manager at VS REVO Group

## About VS REVO Group

VS REVO GROUP  
A SOFTWARE COMPANY

VS Revo Group Ltd., founded in 2007, is a software company that develops and manages various utility software products that streamline otherwise difficult processes for the average user. The group is best known for its Revo Uninstaller, a freeware-advanced uninstall utility. The VS Revo Group’s engineering team is recognized for its reliable and comprehensive new product development cycle, which includes assurance, testing, and debugging, as well as for its superior customer support.

More information on [www.vsrevogroup.com/](http://www.vsrevogroup.com/) and [www.revouninstaller.com/](http://www.revouninstaller.com/).

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# Ready to Sell Worldwide, Hassle-Free?

2Checkout's all-in-one monetization platform maximizes your revenue and makes global digital sales easier. Compare plans and choose the package most suited to your business and go-to-market needs.

## 2SELL

Accept mobile and online payments from buyers worldwide



## 2SUBSCRIBE

Subscription management solution to maximize recurring revenue



## 2MONETIZE

Full commerce solution built for digital goods sales



## 4ENTERPRISE

All-in-one commerce solution for businesses that want to scale up



## ADD-ONS

Additional services to boost online sales



For businesses that want to scale to their maximum potential, we offer dedicated support with premium onboarding, custom integrations, professional services and an affiliate network. [Contact our sales team](#) to find the best solution for your needs.

# About 2Checkout

2Checkout (now Verifone) is the leading all-in-one monetization platform for global businesses built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce. 2Checkout's digital services, including global payments, subscription billing, merchandising, taxes, compliance and risk, help clients stay focused on innovating their products while delivering exceptional customer experiences.

In August 2020, leading global payments solution provider Verifone acquired 2Checkout, further solidifying its commitment to providing seamless and frictionless experiences to customers globally through innovative and next-generation hardware and cloud services. 2Checkout will become Verifone, and the unified company will enable omnichannel commerce wherever and whenever clients shop.

Get more information at [www.2checkout.com](http://www.2checkout.com)



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Atlanta,  
Georgia, USA

## NORTH AMERICA

Columbus,  
Ohio, USA

## WESTERN EUROPE (HQ)

Amsterdam,  
The Netherlands

## EASTERN EUROPE

Bucharest,  
Romania

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